

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/2008

The Secret to Getting Through to Anyone

Learn how to change unfavorable relationships into positive ones

Stressed-out coworkers, unreasonable bosses, difficult clients, and insecure family members can make getting through the day a constant battle. Without the skills to knock down emotional barricades, these relationships can grow worse with time. Success is hindered and everyone involved is less productive—and miserable. This seminar gives you proven techniques to approach unreachable people and turn frustrating situations into productive outcomes and rewarding relationships.

Based on the AMACOM bestseller *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone* by Mark Goulston, this hands-on course will help you get your emotions under control when necessary, discover ways to become more interested in other people so conversations aren't competitions, and get past preconceived notions that block true progress in relationships. You'll also learn how to lead an unreasonable person away from negative, knee-jerk reactions and toward more rational behavior. These crucial skills can help you have a more positive and productive professional life.

How You Will Benefit

- Gain insights into what goes on in our brains to move us from resistance to buy-in
- Get the attention of individuals who matter most to you in your profession
- Handle a difficult situation or relationship by moving a person from anger to rationality
- Change an unfavorable professional relationship into a more favorable one
- Master the critical art of buy-in by learning to move anyone through the "Persuasion Cycle"
- Develop more meaningful connections with potential and existing professional contacts and colleagues

What You Will Cover

The Secret to Reaching Anyone

- Exploring the Persuasion Cycle and the importance of buy-in as a part of the cycle
- Differentiating the three parts of the brain and knowing which can get through to others

- Knowing how parts of the brain can hurt your ability to achieve buy-in with another person

9 Core Rules for Getting Through to Anyone

- Explaining the value of and using techniques to get through to yourself first
- Describing the importance of making another person feel seen, understood, and felt
- Addressing the barriers that can prevent meaningful connections with others

12 Quick and Easy Ways to Achieve Buy-In and “Get Through”

- Gaining buy-in and getting through using 12 simple communication techniques
- Applying the 12 techniques in the workplace
- Practicing using the 12 techniques in a variety of workplace situations

Building Your “Get Through to” Plan

- Applying these principles and techniques to solve your own professional relationship challenge

Who Should Attend

Anyone who wants to get through to someone with whom they have a challenging or difficult relationship, in order to gain cooperation and improve performance.

Special Feature

Based on the AMACOM bestseller *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone* by Mark Goulston. Receive a complimentary copy when you attend.

Schedule

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

Credits

1.2 CEU

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